

Introduction

Events can be great opportunities to raise awareness for an issue. They can also be costly and time consuming, especially if they are not well-planned ahead of time. This kit has been put together to equip your organization with a planning guide to help efficiently manage a strategic event to raise awareness of the Public Health brand in your community. It is designed to supply easy planning strategies and tips, as well as sample materials, to help make your next public health awareness event a success.

An event that is well-planned with clear objectives and messages has a better chance of staying on budget and will help your organization:

- Communicate with its target audiences
- Raise awareness for an issue
- Promote message retention
- Affect attitude and behaviors

This kit provides everything you need to plan a successful event for Public Health Week, including:

- Planning tips
- Media relations tips
- Event ideas
- Public health key messages
- Planning checklists
- Sample sponsor pitch letter
- Sample media relations kit
- Storytelling tips for showing public health's impact

Now all you need to do is to put these suggestions into practice! Good luck!